

ORDER

KSNV

Orders

Order / Rev: 101884
 Alt Order #: 06815345
 Product Desc: OCEGUERA 4 CONGRESS
 Estimate: 1184
 Flight Dates: 09/25/12 - 10/01/12
 Original Date / Rev: 05/21/12 / 09/24/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: GMMB, Inc./ Washington D.C.
 Buying Contact:
 Billing Contact:
Washington Harbor
Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Oceguera for Congress - Revised
 Demographic: A35+
 Product Codes: PLC02
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
 Order Separation: 00:05:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	28	\$20,870.00	\$17,739.50
10/01/12	10/01/12	7	\$8,625.00	\$7,331.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	28	\$20,870.00	\$17,739.50	0.00
October 2012	7	\$8,625.00	\$7,331.25	0.00
Totals	35	\$29,495.00	\$25,070.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	20%	\$29,495.00
Market	100%	\$147,475.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$38,343.50
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$30,969.75
KTUD	1%	\$1,474.75
KVVU	22%	\$32,444.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$14,747.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	10/01/12	M-F 5-6a WakeUp w/Wagners	M-F 5-6a	WakeUp w/Wagners	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	10/01/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	2		\$325.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	KSNV	09/25/12-10/01/12		M-F 5-6a WakeUp w/Wagner	5-6a		MTWThF----	:30	(\$325.00)	0.00	NM				
See MG 1.3															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	09/25/12-09/28/12		M-F 5-6a WakeUp w/Wagner	5-6a		-TWThF----	:30	\$325.00	0.00	NM				
Ⓜ MG for 1.2 09/27															
[Revised Rate to Reinstate]															
E 2	KSNV	09/25/12	10/01/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	3	\$650.00	1	0.00	NM	3	\$1,950.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	3		\$650.00		0.00						
E 3	KSNV	09/25/12	10/01/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	3	\$850.00	1	0.00	NM	3	\$2,550.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	3		\$850.00		0.00						
E 4	KSNV	09/29/12	09/29/12	SIGN ON-SIGN OFF ROS	CM	5a-459a (5:00 AM-6:00 AM)	-----S-	:30	1	\$225.00	3	0.00	NM	1	\$225.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$225.00		0.00						
E 7	KSNV	09/25/12	10/01/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	MTWTF--	:30	1	\$350.00	1	0.00	NM	1	\$350.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	1		\$350.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	KSNV	09/25/12-10/01/12		M-F Today Show II 3rd Hr	9-10a		MTWThF----	:30	(\$350.00)	0.00	NM				
See MG 7.3															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	09/25/12-09/28/12		M-F Today Show II 3rd Hr	9-10a		-TWThF----	:30	\$350.00	0.00	NM				
Ⓜ MG for 7.2 09/26															
[Revised Rate to Reinstate]															
E 8	KSNV	09/25/12	10/01/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	2		\$325.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	09/25/12-10/01/12		M-F Today Show III 4th Hr	10am-11am		MTWThF----	:30	(\$325.00)	0.00	NM				
See MG 8.3,8.4															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	09/25/12-10/01/12		M-F Today Show III 4th Hr	10am-11am		MTWThF----	:30	(\$325.00)	0.00	NM				
See MG 8.3,8.4															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	09/25/12-09/28/12		M-F Today Show III 4th Hr	10am-11am		-TWThF----	:30	\$325.00	0.00	NM				
Ⓜ MG for 8.2,8.1															
[Revised Rate to Reinstate]															
4	KSNV	09/25/12-09/28/12		M-F Today Show III 4th Hr	10am-11am		-TWThF----	:30	\$325.00	0.00	NM				
Ⓜ MG for 8.2,8.1															
[Revised Rate to Reinstate]															
E 10	KSNV	09/30/12	09/30/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$175.00	3	0.00	NM	1	\$175.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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E 21	KSNV	09/25/12	10/01/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					2	\$1,100.00		0.00			
E 22	KSNV	09/25/12	10/01/12	The Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	1	\$425.00	1	0.00	NM	1	\$425.00
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					1	\$425.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/25/12-10/01/12		The Tonight Show		1135p-1237a	MTWThF----	:30		(\$425.00)		0.00	NM		
See MG 22.2															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	09/25/12-09/28/12		The Tonight Show		1135p-1237a	-TWThF----	:30		\$425.00		0.00	NM		
Ⓜ MG for 22.1 09/25															
[Revised Rate to Reinstate]															
N 23	KSNV	09/25/12	09/28/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	-TWTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					1	\$1,000.00		0.00			
N 24	KSNV	09/29/12	09/29/12	Wknd Wheel of Fortune SAT/ Wheel of Fortune	CM	7-730pm	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$500.00		0.00			
N 25	KSNV	10/01/12	10/01/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$4,000.00		0.00			
N 26	KSNV	09/25/12	09/28/12	Last Call w/Carson Daly Last Call w/Carson Daly	CM	136-205am	-TWTF--	:30	1	\$40.00	3	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					1	\$40.00		0.00			
N 27	KSNV	09/29/12	09/29/12	Open House NYC Open House NYC	CM	130-330am	-----S-	:30	1	\$30.00	3	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$30.00		0.00			
													Totals	35	\$29,495.00